

Helping your brand communicate with a global



Proud motor mouths.™

Proud motor mouths.TM

*Language Arts & Science is
a translation and localization
leader in the motor vehicle
industry. We provide services
to the entire supply chain;
from manufacturers and OEM
parts suppliers to service
providers including leading
research, interactive marketing
and advertising companies.*



We offer a wide range of multilingual services designed to meet all of your language needs.

Translation & Transcreation Services

- Every commercial language
- Support all popular software apps
- Advertising, technical, legal, training
- Translators are tested and benchmarked on their motor vehicle knowledge

Digital/Interactive

Website Localization

- Support HTML, WordPress, CMS
- On-going website maintenance plans as low as \$150.00 per month
- Connectivity software between CMS and TM systems
- Linguistic QA and functionality testing

International SEO and SEM*

- Motor vehicle keyword research
- Competitive SEM analysis
- Multilingual landing page optimization
- Site monitoring, reporting and analysis

Graphic Design / Page Layout / Desktop Publishing

- Support all double-byte languages
- Support all popular publishing applications (Mac & Win)
- Extensive printing press knowledge and experience
- Hi-res, print-ready PDF file creation

Video Voice-over Production

- Talent, recording and recording supervision
- Professional native language talent in every commercial language
- Audio post-production
- .wav file deliverable

On-site & Conference Interpretation

- Training and HR development
- On-site and remote
- Consecutive & simultaneous
- ISO booths, transmitters, receivers and headphone/mic sound equipment rental

Project & Account Management

- Identify services and solutions that meet customer needs and business objectives
- Create and execute project work plans and revise to meet changing needs and requirements
- Manage day-to-day operational aspects of projects and review deliverables prepared by team before passing to client
- Proactively review clients service needs and usage trends

Language, Culture & Technology Consulting

- Review copy and creative direction for translatability
- Review design direction
- Evaluate and test CMS systems
- Provide expert advice to help you succeed locally

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**Avoid building barriers
between you and your
audience.**

*Idiomatic phrases. Local
jargon. Dialectical differences.*

*Let's call this metaphorical
wall the language barrier,
because that's what it is.*

*There are any number of
communication challenges that
can crop up and sabotage
your efforts to communicate
with your global customers.*

Language Arts & Science breaks down these barriers.

We use the right context, syntax, idiomatic phrases, in other words the *language* your audience knows. We turn your global messages into effective local messages. Knowing how to communicate your message is one thing, but understanding the meaning of your message itself is just as important.

That's why every Language Arts & Science translator is a subject matter expert. We employ the best motor vehicle translators all over the world, translators who are skilled in language, subject matter and translation technologies. We interview, test and benchmark each and every translator on their motor vehicle knowledge who works for us — before they can work for you.

*If you manufacture pistons,
we make certain the translator
for your job knows pistons.*



Proud **no. 1** months.TM

Faster, more accurate translations and multilingual solutions.

Language Arts & Science is committed to providing accurate translations and superior client service. Our pledge to deliver innovative solutions that help our customers improve the management of their translation activities isn't just a promise. It's a reality.

Processes embedded with the latest translation technologies, solutions created around our scalable TM 2.0 technologies, a suite of web-based open-system translation tools to increase productivity and quality.

Our Technologies include; a secure Project Management Portal, advanced Translation Memory tools, Connectivity software for greater automation, web-based technologies that improve quality, reduce time-to-market and lower costs.

We don't just use it, we helped invent it.

Not only do we improve quality, we ensure it utilizing our proprietary Statistical Quality Control process where we measure and benchmark quality and our translators subject matter expertise.

Language Arts & Science management was instrumental in the development of the SAE J2450 Translation Quality Metric. Ideal for manufacturers with large volume translation needs, J2450 is the proven solution for managing complex technical translations in use at more motor vehicle manufacturers than any other translation quality tool.

The bottom line is clear. Language Arts & Science provides comprehensive translation and management services that we believe is the fastest, most accurate and cost effective available anywhere.



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**Words in motion ...
globally.**

Language Arts & Science believes that trust is the most important element of any successful business relationship.

The fact that we provide translation services for some of the best name brands in the motor vehicle industry substantiates that belief. They trust us. We're confident that you will too.

Visit our website for additional information on services and pricing.

www.languageartsandscience.com

It's an art ...

There's more to translation than meets the eye. Too often thought of as a secretarial level profession that anyone who speaks two languages can adequately perform. Translation suffers from a significant perception issue that can severely impact the quality clients receive from their service providers.

Translation is not a word-for-word exchange of words from one language into another.

Advertisements and marketing materials alone are proof of that. Besides the fundamental ability to understand and translate text into another language, the main skill needed, yet always overlooked, is the ability to craft, write and produce short, engaging headlines, body copy and taglines that effectively reach their audience.

... and a science.

Today's vehicles are highly complex computers on wheels. All this new technology creates a lot of new terminology and there are no classes for translators to attend to learn about all these new technologies; from battery driven power plants and hybrid transmissions to regenerative braking systems. It's impossible to translate these terms accurately without some significant motor vehicle subject matter expertise.

Manufacturers of motor vehicles produce a tremendous amount of data to support and service these vehicles. Many manufacturers generate millions of words annually that require translation. This poses both timing and quality management challenges. How do you translate millions of words, cost effectively, fit for purpose and delivered in a short period of time?

At Language Arts & Science LLC our name reflects our belief that translation is both an art and a science.

Language Arts & Science

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